

## TRICKS IN PRICE MARKS.

A Shrewd Customer May Sometimes Learn the Cost of the Goods Offered.

Recently a western merchant came to a large cloth house in New York to buy goods. He was known as a very shrewd and rather tricky merchant, who had a fondness for learning the prices at the various houses and then trying to beat them down. Knowing this, the salesman who waited on him put an extra price on every article that he showed him. In no case was the price made so large as to rouse his suspicion. The buyer seemed very disappointed, and his brow was knit in a way to show that he was very much puzzled over something. When he had gone away the clerk turned to the writer and observed:

"I think I have blocked that fellow's game very nicely. You saw what he was trying to do, didn't you?"

The writer admitted his ignorance.

"Well," said the clerk, "he was trying to discover our secret mark."

As he spoke the clerk pointed to a little tag attached to a piece of cloth in his hand on which were inscribed three different letters.

"That mark," he said, "means \$2.50. If I had told him what it was he would have very easily learned by comparing the various marks on different pieces of goods just like I did. For instance, if K. L. M. meant \$2.50, he would know that K. was 2, L. 5, and M. 0. By then inquiring the prices of various other pieces of cloth, he could easily select those which would have different sets of letters on them, and he would soon have gotten at the whole secret. I told him the price was \$2.65, and according to that the K. was 2 and L. was 6 and the M. was 5. I also changed the interpretation of each mark, and the result was that if he arrived at any conclusion it was a very wrong one."

"There is nothing particular dishonorable about this, for merchants try it very frequently, and as a rule they succeed in learning the mark. Every business house has a private mark of this kind. The ordinary buyer in the retail house would never, of course, learn this, but in wholesale houses, where the buyers frequently see the same characters, and can compare them, it is a matter of great difficulty to prevent their learning the firm's secret. Where firms are especially anxious to avoid discovery they change the marks frequently. A mark may be a name, a combination of an arbitrary figure or characters. Some firms use the Greek alphabet. Some use the firm name changed slightly."

"The most intricate marks are made with what is known as repeaters. That is, there will be one or more characters, each of which is used simply to repeat the character immediately preceding it."

"I remember a case very similar to this you have witnessed, where a fellow from the west came in. Our mark at that time had two repeaters. He recognized the first one very soon, but became completely mixed up when he came to the second. He afterward acknowledged this, and I made him set up a bottle of wine. Sometimes these marks come in very handy, as in the present instance. Whenever we get hold of a customer who is known to have the habit of beating down prices we simply put a fictitious value on the goods."

"The mark always contains ten characters at least, and as many more as there are repeaters. An arbitrary phrase such as 'John Stands,' could be used as well as anything else, and is as likely to be discovered. J. H. S. would be that case mean 135. Of course, it might mean 145, or it might mean 155. Where it would be desirable to represent the figure 133 it would be more the rule to use J. H. S. and a repeater than to write it J. H. S."

"Among the merchants in any city the marks, unless frequently changed, are soon known by the different salesmen. Retail houses frequently have their retail prices marked in plain figures, while the cost is represented in characters. Where this is the case the salesmen of one retail house soon learn the cost mark of another. While this is frequently not desirable, the main object with retail houses is to keep the customer from learning the cost. In the largest retail houses where there is only one price, the cost mark is seldom put on the goods, and it is only where it lies within the discretion of the salesman to reduce the price that a cost mark is used."—New York Sun.

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The Most Conveniently Located.

Rooms Well Ventilated.

TABLE SET WITH THE BEST THE MARKET AFFORDS.

J. O. HANES, - - - - - Proprietor.

## NOLANDINE

The Great Virginia Vegetable Alternative, Blood Purifier and Renovator

OF THE

HUMAN SYSTEM

Has been used most successfully in the following diseases, as certificates will attest:

For Liver Complaint, Jaundice and Bilious Derangements. In Mercurial, Blood Poison, Scrofulous, and all Eruptive Diseases, Costiveness, Indigestion, Flatulence, Periodical Sick Headache and Female Complaints.

Price \$1.00 Per Bottle.

Six Bottles for \$5.00.

FOR SALE BY ALL DRUGGISTS.

Manufactured by

THE NOLANDINE CO.,

RICHMOND, VA., U.S.A.

F. L. K. King and Queen County, Va. January 31, 1887.—I was afflicted with chills and fever during the fall of last year. I could stop them with quinine but they would not stay stopped, they would return the 7th, 14th, 21st or 28th days. A friend gave me part of a bottle of Nolandine. I used it according to directions and have not had a chill since. Am in good health and weigh as much or more than I ever did.

E. S. WILSON.

Have You Seen It?

The Roller-Tray Trunk.

The Most Wonderful Invention of the Nineteenth Century.

Most convenient, most durable and cheapest trunk made. Will save you many backaches. A simple motion of your hand will enable you to pack or unpack your trunk without having to lift a tray. Made in every style.

Sold by all Dealers.

Patented and made by

H. W. BOUTWELL & BRO.

Makers of all kinds of

TRUNKS AND TRAVELING BAGS.

RICHMOND, VA.

Oct 2m d&w

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J. B. LEVY, HENRY M. DANIEL, President, Sec'y. & Treas.

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—AND—

Improvement Co.

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The construction of stores, warehouses, hotels and public buildings a specialty for cash or on time when well secured.

Persons desiring to buy homes at low prices on monthly payments will find it to their advantage to see us before purchasing.

RORER PARK HOTEL

Beautifully Located.

Elegant Accommodations.

Newly Furnished.

Board Moderate.

Street Cars Pass the Door.

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Oct 17m

General Notice.

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and Power company are now prepared to wire new buildings (concealed wiring) for electric lights, furnishing combination gas and electric light fixtures at lowest prices. First-class work guaranteed. Address

ROANOKE ELECTRIC LIGHT CO.

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No. 7 Salem avenue,

ROANOKE

## PROFESSIONAL.

D. R. J. T. HILL, Physician and Surgeon, Offers his professional services to the citizens of Roanoke. Office over Budwell and Christian's. Entrance No. 6 Salem (First) avenue. —OFFICE HOURS— 8 to 10 a. m., 12 to 1 p. m., 3 to 4.30 p. m., 7.30 to 10 p. m. sep246m

JUSTICE OF THE PEACE. E. W. DONOLLEY, Justice of the Peace, will open an office upstairs in the Ashberry building on Campbell street, where he will be prepared to transact all business in his line. au171f

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ROANOKE, - - - - - VIRGINIA. Office, No. 9 Third avenue S. W., second floor. P. O. Box 31. Surveys, plans and estimates made on short notice.

F. L. WOOD, D. D. S., DENTIST, Smith's new Building, Salem avenue, Roanoke, Va.

References—Prof. Jas. H. Harris, Baltimore, Md.; Dr. Chas. L. Steele, Richmond, Va.; Dr. Leigh Buckner, Roanoke.

C. R. MOOMAW, JNO. W. WOODS, BOTLETTOWN, ROANOKE COUNTY.

MOOMAW & WOODS, ATTORNEYS-AT-LAW.

with practice in the courts of Roanoke city and county and adjoining. Will attend the courts of Roanoke and Botlettown regularly. Office—Salem Avenue, opposite Stewart's Furniture Store, Roanoke, Va.

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Plans and Specifications prepared. Estimates furnished free. First-class work a specialty. References given. Leave orders at Waller P. Hall & Co.

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FIRE, LIFE AND ACCIDENT INSURANCE, Roanoke, Va.

A large line of best fire companies represented. Call on us for rates. Office with James S. Simmons & Co., on Jefferson street.

DR. W. S. GREGORY, DENTIST.

Thorough Graduate of Baltimore Dental College.

106 Salem Avenue, Next Door to National Bank.

GEORGE A. POYTHRESS, Tuncer and Repairer of

Pianos, Reed and Pipe Organs

will keep your piano in perfect order (calling six times yearly) for \$10 per year, quarterly in advance. Orders from the city, surrounding counties and distant points respectfully solicited. Testimonials and references sent on application. Address

GEO. A. POYTHRESS, Lock Box 148, Roanoke, Va.

Leave city orders at Gravatt's Book Store.

W. D. MYERS & CO., —ON—

ERNEST AVENUE, S. W.

have their cooper-shop in operation and are prepared to furnish flour barrels, time barrels and apple barrels on short notice. je24-1m

WATER RENTS.

For this quarter and

GAS BILLS

for month of October are now due and payable at company's office. If not paid before the 10th instant the supply will be shut off.

Failure to receive a bill does not entitle consumer to the discount.

Time for Fertilizing and Disinfecting, also Gas Tar for sale.

Applications for extensions, improvements, taps, purchases and all other matters relating to Gas or Water should be made to

FRANCIS T. BRINKLEY, Superintendent

ROANOKE GAS AND WATER CO

No. 11 Third Avenue, Southwest

## NORFOLK &amp; WESTERN RAILROAD.

Schedule in effect Nov. 10, 1889. WESTERN DIVISION.

LEAVE ROANOKE.

10:00 a. m. Daily, arrive Bristol 4:00 p. m. Stops at all stations, connecting at Radford with trains on New River Branch; arriving Pocahontas at 3:40 p. m.

5:10 p. m. Daily, arrives Bristol 10:45 p. m., connecting with E. T. V. & G. R. R. for all points south and west; has Pullman Palace Sleepers, Roanoke to New Orleans, via Calera and Roanoke to Selma without change.

4:25 a. m. Daily, arrive Radford 6:00 a. m., connecting with New River Branch; arrives Pocahontas 9:45 a. m., connects with E. T. V. & G. R. R. for all points south and west; has Pullman Palace Sleepers from Roanoke to New Orleans without change.

EASTERN DIVISION.

LEAVE ROANOKE.

2:00 p. m. Daily, for Lynchburg, Petersburg, Richmond, Norfolk and intermediate points, connects at Lynchburg with V. M. R. R. for Washington and the east, leaving Lynchburg 4:00 p. m. daily.

7:05 p. m. Daily, for Lynchburg and intermediate stations.

11:50 p. m. Daily, arrives Lynchburg 4:32 a. m., connecting with V. M. R. R. for all points north, arriving Washington 8:03 a. m.; arrives Petersburg 10:25 a. m.; arrives Richmond, via R. & P. R. R., 11:40 a. m.; arrives Norfolk 1:00 p. m.; connecting with steamer lines for Baltimore, New York and Boston.

Cripple Creek Extension—Leaves Pulaski 7:00 a. m. Daily except Sunday, and 3:00 p. m. Daily, arrives Lynchburg 8:35 a. m. and 4:35 p. m. Returning leave Lynchburg 9:30 a. m. Daily except Sunday, and 5:25 p. m. Daily, arrive Pulaski 11:05 a. m. and 7:00 p. m.

All enquiries as to rates, routes, etc., promptly answered.

W. B. BRVILL, Gen'l Pass. and Ticket Agent.

CHAS. G. EDDY, vice-president. General Offices Roanoke.

SHENANDOAH VALLEY RAILROAD.

S. F. TYLER, Receiver.

Schedule in effect October 23, 1889.

ARRIVE AT ROANOKE.

5:00 P. M. Daily—New Orleans Express. From Hagerstown and the north through Pullman Sleeping cars from New York and Philadelphia to Roanoke.

12:55 Night Daily—Memphis Express from New York, Philadelphia, and Baltimore, making connections through to the South.

LEAVE ROANOKE.

7:00 A. M. Daily—Baltimore Express, from all points South, arrive in Washington, 6:50 p. m.; Baltimore 7:17 p. m.; Philadelphia, 10:55 p. m.

1:55 P. M. Daily—New York and Philadelphia Express, from Mobile, Memphis, Chattanooga and all points South. Arrive Philadelphia 4:25 a. m.; New York 7:10 a. m. Sleeping cars through to New York via Harrisburg.

Ticket Agents will furnish all information and through schedules upon application to J. H. HOWARD ROYER, Ticket Agent, Roanoke.

From an Eminent Elderly and State-man.

MR. A. K. HAWKES—Dear Sir: The pantoscopic glasses you furnished me some time since give excellent satisfaction. I have tested them by use, and must say they are unequalled in clearness and brilliancy by any that I have ever worn. Respectfully,

JOHN B. GORDON, Governor of State of Georgia.

A Business Man's Clear Vision.

NEW YORK CITY, April 4, 1888.

Mr. A. K. Hawkes—Dear Sir: Your patent eye glasses received some time since, and am very much gratified at the wonderful change that has come over my eyesight since I have discarded my old glasses and am now using yours. ALEXANDER AGAR, Secretary Stationers Board of Trade of New York City.

All eyes fitted and fit guaranteed by Charles Lyle & Co., druggists, Roanoke, Va. oct12m

CLARK'S CURE FOR PILES, CURE FOR PILES, CURE FOR PILES.

For 1889 the following is the best of the American Common Sense. "The Medium Common Sense." A. made in Button in the Latest Styles. Also, French Opens in Front Lace, on 35 Shoo only.

Consumers should remember that W. L. DOUGLAS is the largest and only Shoe Manufacturer in the world, supplying shoes direct from factory, thus giving all the middle-men's profits to the wearer.

For sale by J. M. Harris, 17 Salem avenue.

W. L. DOUGLAS, Brockton, Mass.

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